

Attendance Zoo



KPI Owner: Stephanie Moore

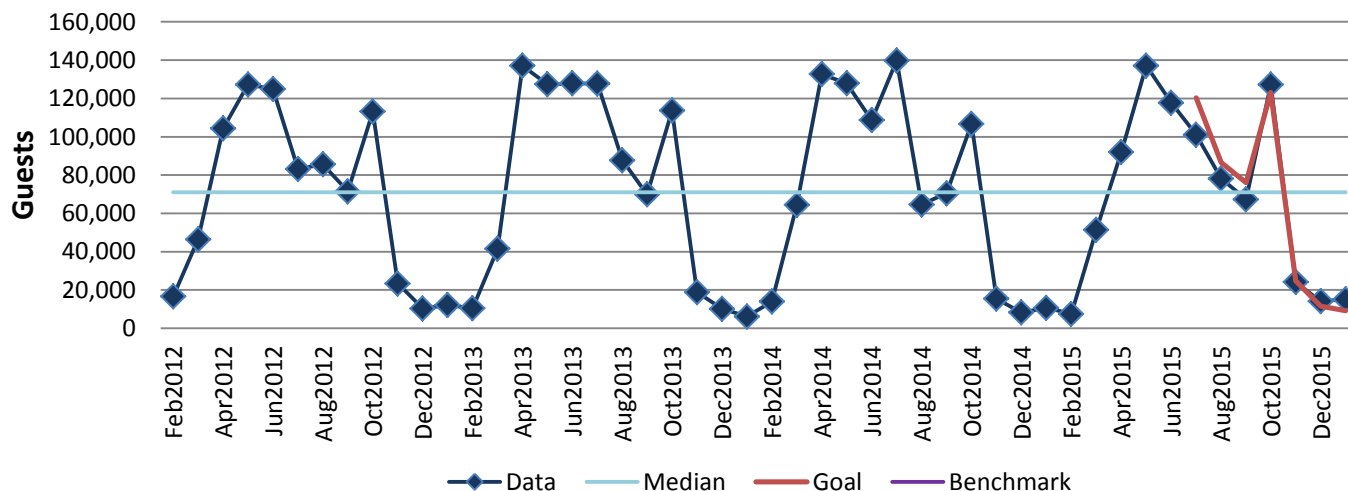
Process: Attendance

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: Oct. 2012-Sep. 2013: 888,580 guests Goal: Increase Zoo Attendance to meet or exceed monthly projections Benchmark: TBD	Data Source: Attendance Summary Report Goal Source: Zoo Records Benchmark Source: TBD	Plan-Do-Check-Act Step is Unclear Measurement Method: The monthly number of visitors at the Zoo Why Measure: To understand the Zoo's financial sustainability Next Improvement Step: Evaluating and hosting seasonal exhibits. Evaluating dynamic pricing. Currently updating master plan.

How Are We Doing?

Jul2015-Jan2016 7 Month Goal	Jul2015-Jan2016 7 Month Actual		Jan2016 Goal	Jan2016 Actual	
451,600	427,121		9,200	15,156	
Guests	Guests		Guests	Guests	

Attendance



Root cause analysis is not necessary because there is no gap between the goal and current performance.